

# It's a woman thing.

If it's ultra-slick,  
ultra-sleek, yet  
ultra-practical...  
then definitely,

To order the V-Wear lighter, fill out this form, along with appropriate number of Virginia Slims pack UPCs and check or money order (no cash, please) for shipping and handling, to: Virginia Slims V-Wear; P.O. Box TBD, Dover, DE 19905-TBD. Limit 2 lighters per person. Excess UPCs will not be returned. Allow 10-12 weeks for delivery. Lighter offer expires 4/30/96. Void in Kansas.

To request your free catalog, call: 1-800-TO-V-WEAR (1-800-668-9327).

Catalog requests must be received by 4/30/96. Allow 6-8 weeks for delivery. Catalog offer and lighter offer limited to smokers 21 years of age or older. Catalog offer void in Kansas.

© Philip Morris Inc. 1995

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

Offer limited to smokers 21 years of age or older. Offer good in the USA only. Void where prohibited. Postage may vary according to the weight of your envelope. Please check with post office to ensure you've affixed proper postage. Offer void to employees of Philip Morris and its advertising agencies. Allow 10-12 weeks for delivery. Complete, legible facsimiles will be accepted.

Item	Qty.	Pack UPCs per item	Total pack UPCs
Lighter	1	40	40
Total Shipping & Handling			\$3.50

☐ Female ☐ Male  
☐ Ms. ☐ Mrs. ☐ Mr.

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

By responding to this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state law.

Signature X \_\_\_\_\_ (required)

Sixth Date \_\_\_\_\_

1. What is your regular brand of cigarettes—that is, the brand you smoke most often? \_\_\_\_\_ (brand)

2. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

4. Do you usually buy your regular brand by the...? (Check one.)

☐ Pack ☐ Carton ☐ Both Ways

5. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (note: 1 carton = 10 packs)

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. The next time you go to the store, if your regular brand was not available, what would you do? (Check one.)

☐ Go to another store to buy my regular brand.

☐ Buy another type or length of my regular brand.

☐ Wait until the store has my regular brand.

☐ Buy a different brand entirely.

8124

10 carton  
UPCS

offer expires  
4/30/96  
orders must  
be received by

order will be  
rejected if  
sig & DOB  
not provided

limits apply to  
offer (void)?

return  
address  
must be on  
order form

today's date  
phone #  
Not resp. for lost, ltr, etc.  
mail

copies of order  
form will not  
be accepted